

Montgomery County Public Libraries 2015

*Where We've Been
Where We Are
Strategically Moving Forward*

B. Parker Hamilton, Director

The FY2015 Budget

38.2 million dollars



The FY2015 Budget



With these funds, we were able to make a difference in how we delivered library services to this County's diverse population.

Community in the Library

The library, for many of us, is the foundation of our communities. It is a space where anyone can come to:



Community in the Library



4.6 million visits in FY15

Community in the Library

We are adapting our buildings and services to meet community needs and expand opportunities to:

COLLABORATE



CREATE



CONNECT



FY15 Selected Accomplishments – Community in the Library

Spaces – Our buildings provide spaces for groups and individuals to participate in a growing list of activities.



Kicked off the Library Refurbishment and 21st Century Library Enhancements refresh cycle at Twinbrook Library.

Opened new, state of the art Silver Spring Library with Smart technologies throughout the building.



Opened KID Museum location at Davis Library.



Provided space for groups like the award-winning Richard Montgomery High School's Robotics Club.

FY15 Selected Accomplishments

Community in the Library

Programming – *Programs in and through the library provide opportunities for all to learn and enjoy.*

Awarded a National Association of Counties (NACO) award for our partnership model, “Libraries and Communities: Collaborative Partnerships for Success.”



FY15 Selected Accomplishments

Community in the Library

Partnership Programs – *Programs provided with outside organizations and County Departments that further the Library's vision and mission.*

Partners:

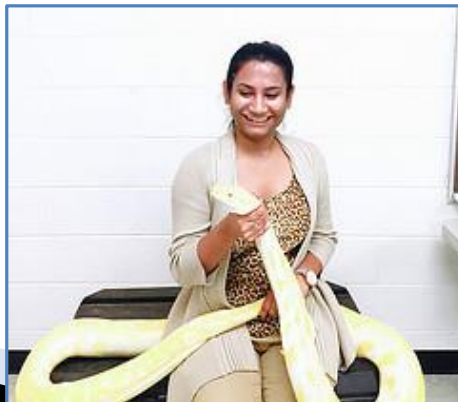
- Montgomery County Public Schools
 - KID Museum
 - Judy Center
 - Gilchrist Center at Gaithersburg Library
 - Casa de Maryland
 - Abren Enhun Support Association
 - MCAEL and Montgomery County Literacy Council
 - African American Health Initiative
 - Montgomery College
 - Montgomery County Historical Society
 - Gaithersburg Book Festival
 - Housing Opportunities Commission (HOC)
 - Jewish Council on Aging
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FY15 Selected Accomplishments

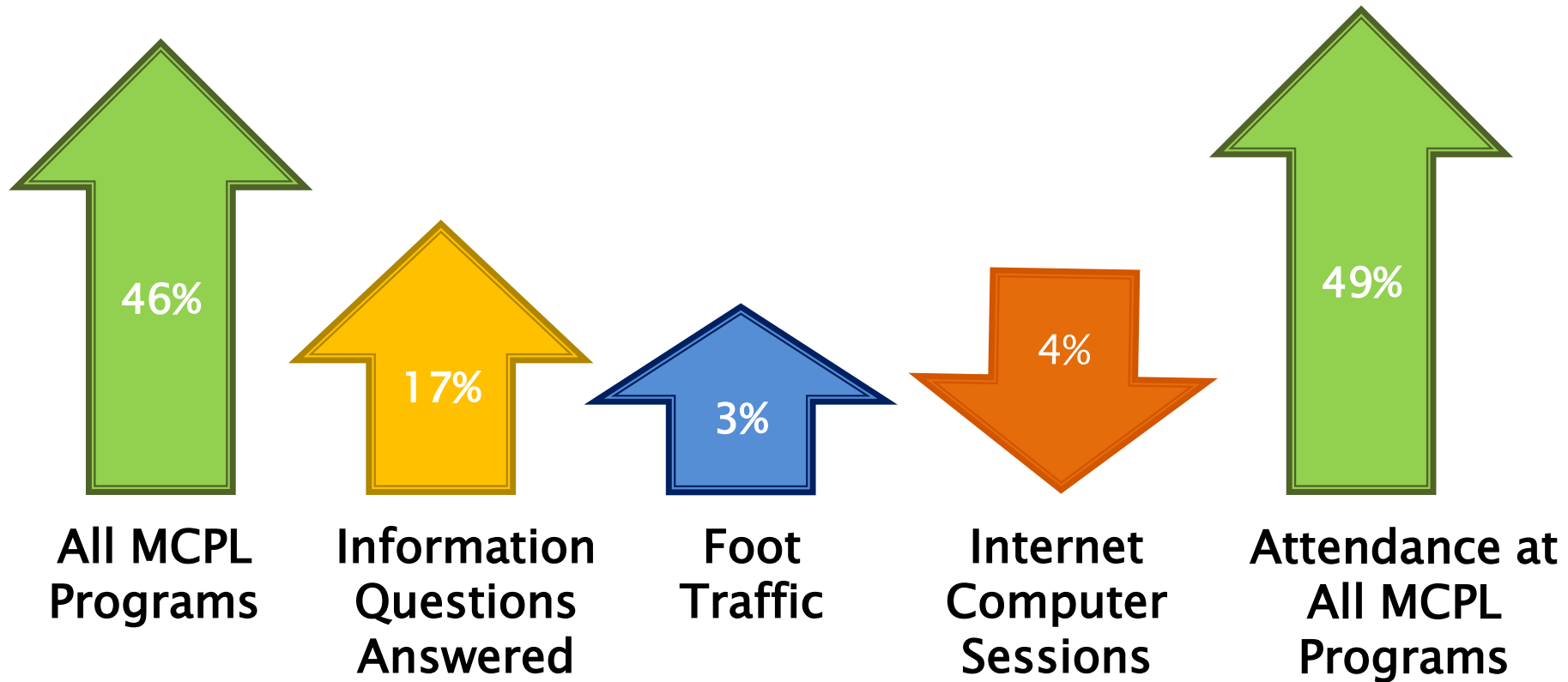
Community in the Library

Programming – *Programs in and through the library provide opportunities for all to learn and enjoy.*

Held **8,000+ programs** including:
41 different health programs, such as smoking cessation, cooking for diabetics, meditation and yoga; and **191 SCORE events** to provide Small Business guidance.

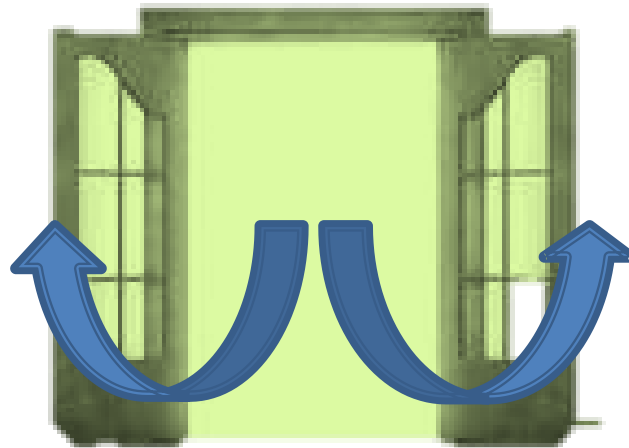


Community in the Library – *A Year in the Life*



Library in the Community

MCPL has taken a two-pronged approach to delivering services beyond our walls with remarkable results.



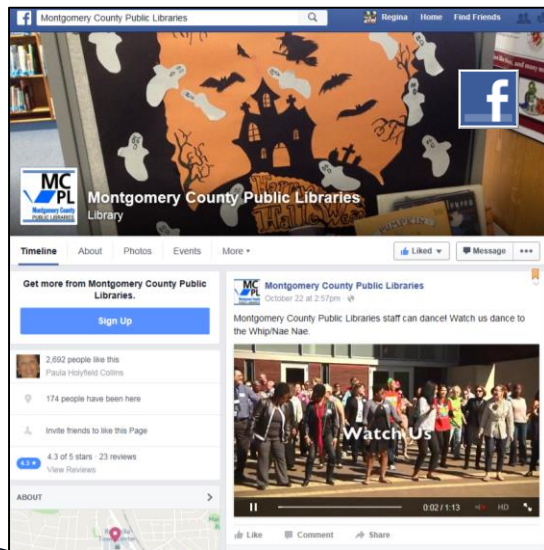
Library in the Community

The first is by sending our award-winning Outreach Team, as well as other staff, to the places and events that are important to you.



Library in the Community

Our second approach in extending the library's reach into the community was through our robust web presence, and our use of social media.



www.montgomerycountymd.gov/library

FY15 Selected Accomplishments

Library in the Community

Outreach and Marketing – *Introducing new customers to library services and new library services to residents.*

Received the 2015 Honorable Mention **Innovation Award** from Urban Libraries Council for our “Service Beyond our Walls” model.

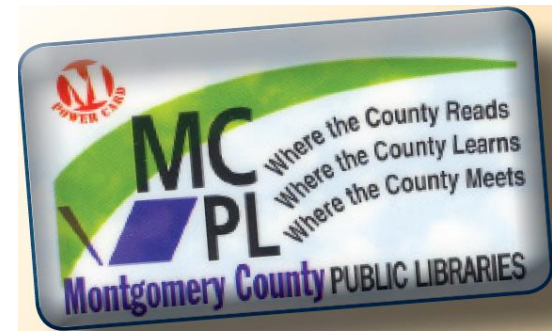
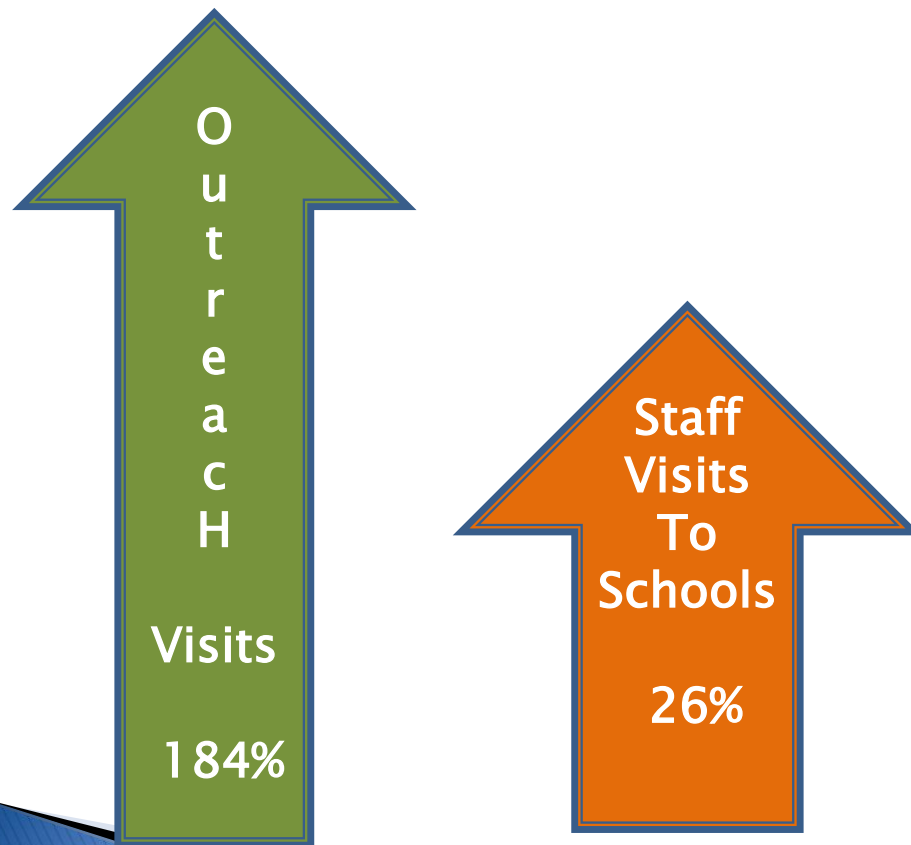
Coordinated our **marketing** efforts in branches and neighborhoods, as well as across social media platforms.



FY15 Selected Accomplishments

Library in the Community

Outreach and Marketing – *Introducing new customers to library services and new library services to residents.*



Worked with Montgomery County Public Schools to get **library cards** in the hands of all 800 students at Gaithersburg Elementary School.

FY15 Selected Accomplishments

Library in the Community

Social Media/Web Services – *As more resources become available online, and more residents have greater access to technologies, MCPL increased the range of online services available 24 hours a day.*



Readers' Advisory

Added NoveList Select database and introduced new email service, "What Do I Check Out Next?"

FY15 Selected Accomplishments

Library in the Community

World Languages – *Montgomery County is one of the most ethnically and culturally diverse counties in the country. We continue to expand services to meet these communities' needs.*

Held more than **1,000** conversation clubs

Provided **66,048** hours of English Language instruction through our partners at Gilchrist Center.



MONTGOMERY COUNTY
Charles W. Gilchrist
Center for Cultural Diversity



FY15 Selected Accomplishments

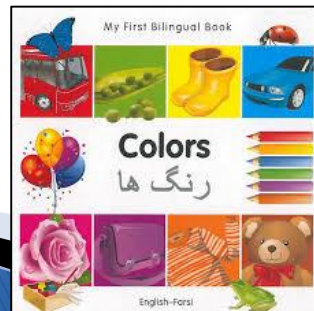
Library in the Community

World Languages

Created or expanded: **Vietnamese** collections at Gaithersburg and Silver Spring libraries; and **Amharic** collections (including DVDs) at Gaithersburg, Silver Spring and White Oak libraries.

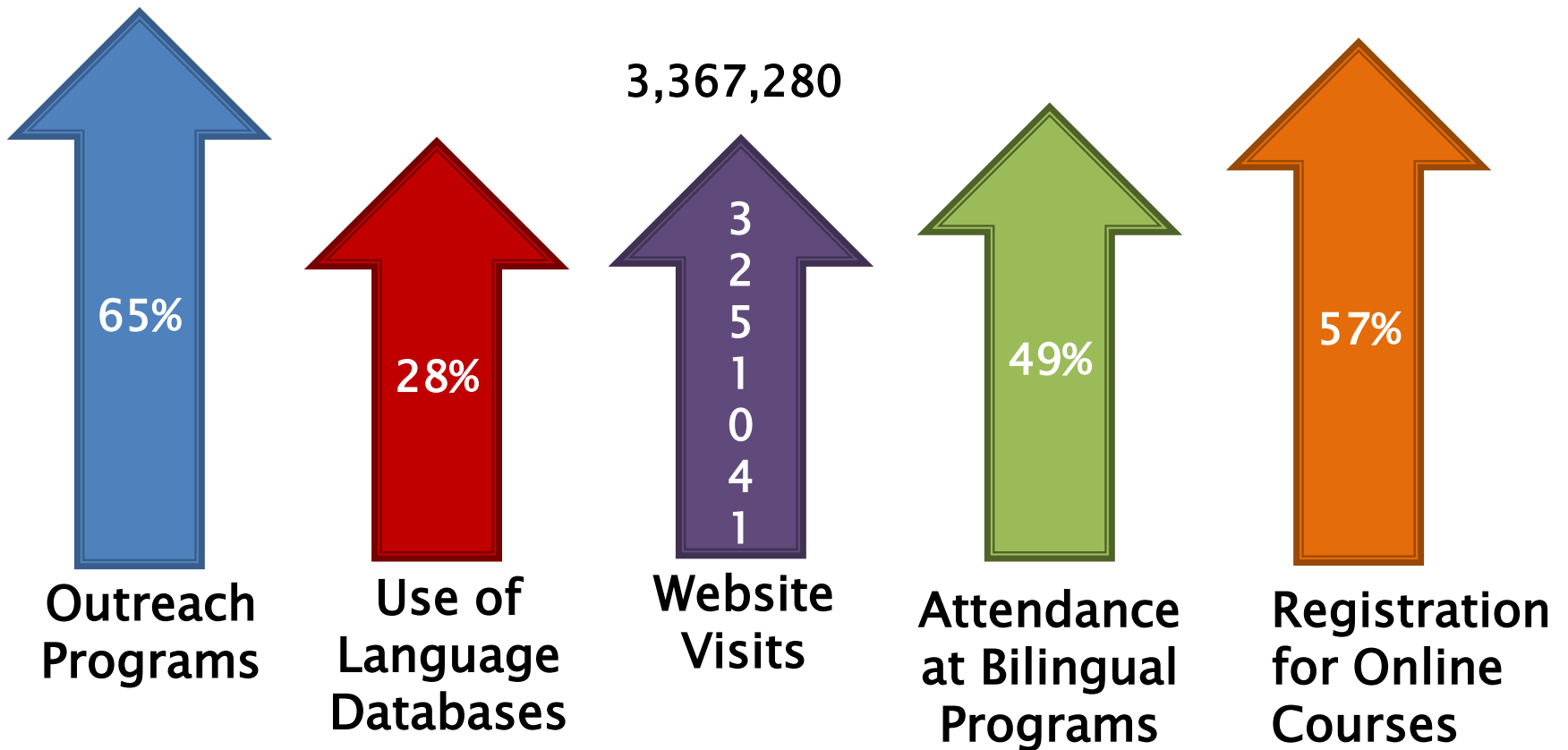


Worked with communities to expand our **Chinese** collections and **Korean** children's collections.



Accepted a donation of **Farsi** Language children's material from members of the Persian community.

Library in the Community – *A Year in the Life*



Services to Young Children

Our commitment to providing the resources and tools that every child in the County needs to be prepared for school has expanded to include fun, engaging **Early Literacy** and **Science, Technology, Engineering and Math (STEM)** resources to get children, parents and caregivers excited about learning.



FY15 Selected Accomplishments

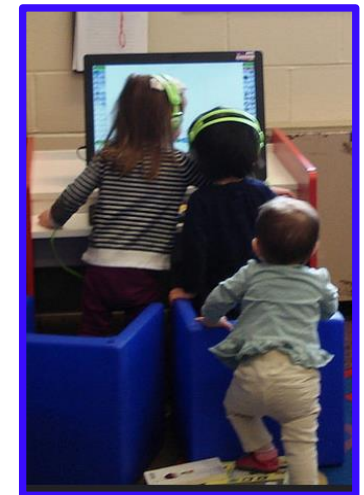
Services to Young Children

Expanded access to the National Association of Counties (NACo) award-winning self-guided STEM learning **Go! Kits** which can now be borrowed at 11 branches.



Trained Children's staff in the latest techniques for advancing **early literacy** and **STEM** learning.

Added Early Literacy **computer stations** with best-in-class learning software at all branches.



FY15 Selected Accomplishments

Services to Young Children



45%

164%

Increased **Storytime** programs by 45%, and Storytime attendance by 164%.

Installed the County's first

Early Literacy Center

in the new Silver Spring Library. The Center was funded by the Friends of the Library, Silver Spring Chapter.

Introduced a new **Readers' Advisory service**, Beanstack, to connect children, parents and caregivers with book recommendations.



FY15 Selected Accomplishments

Services to Young Children



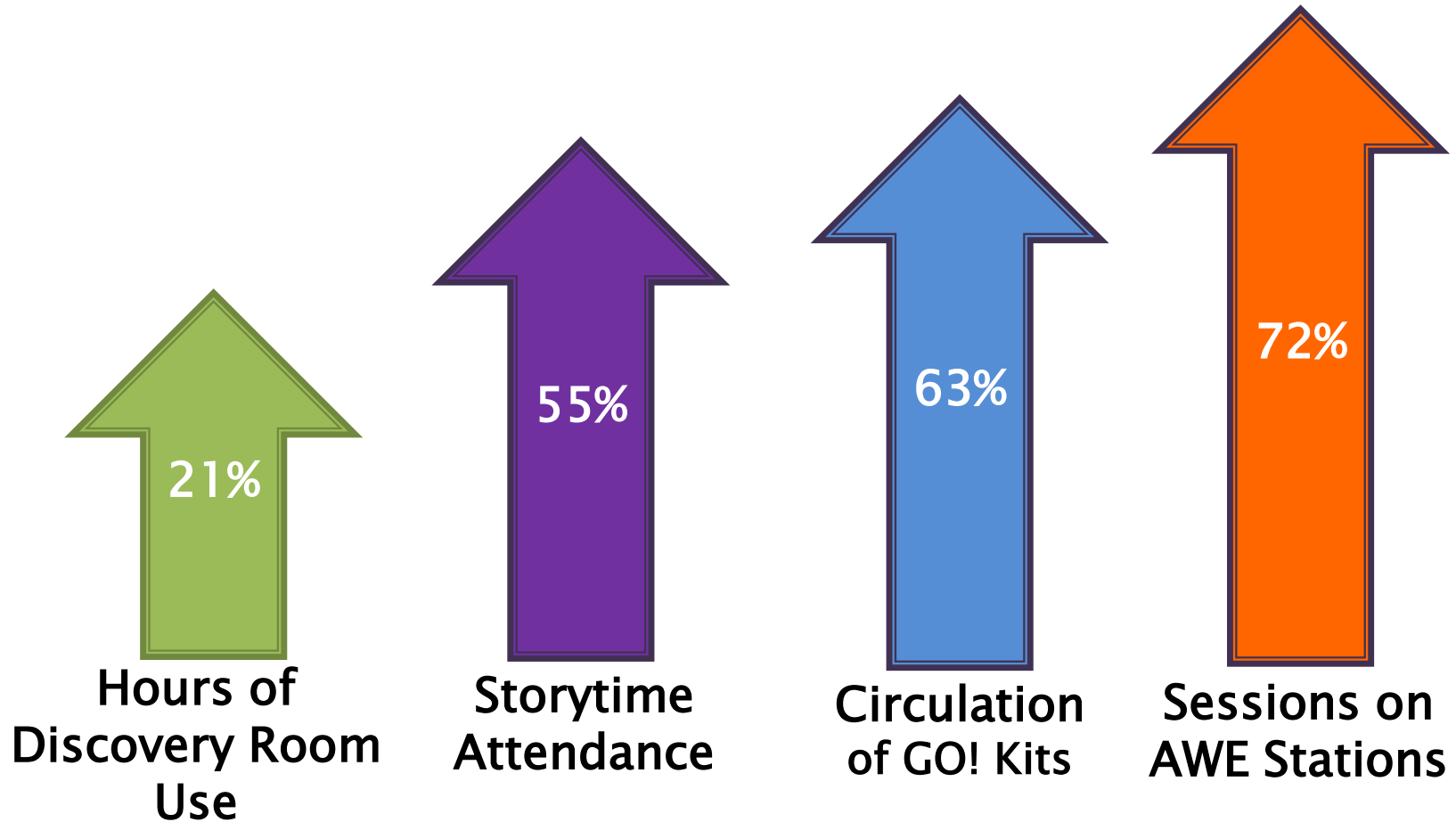
Developed self-guided **STEM learning stations**, which were featured in School Library Journal, in all library branches.

Piloted a new online **Summer Reading** program.



Began offering Tumblebooks, new **e-storybook collection**.

Services to Young Children – *A Year in the Life*



FY2016 Previews

Implemented expanded hours at Chevy Chase and Potomac libraries on November 16, 2015.

3D printing will be launched at Long Branch and Silver Spring libraries in early December 2015.

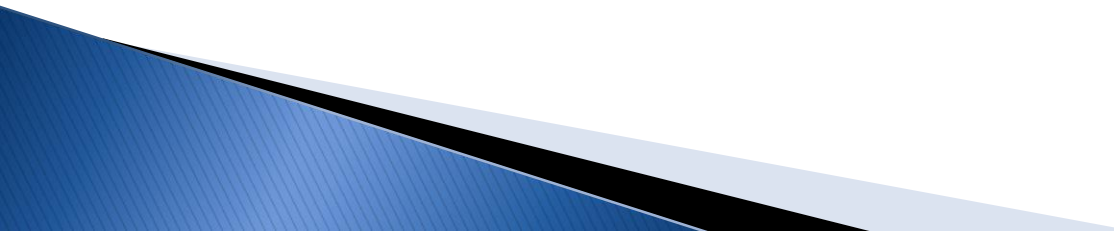
Collection Management Manager, Mary Louise Daneri, will retire in January 2016.

Strategically Moving Forward

We continue to work on the goals of our FY2013–2016 Strategic Plan. Including:

- ▶ With the increased funding for materials, purchase additional items for the **World Languages collection**.
- ▶ Continue to implement procedures to get **materials into customers' hands** more quickly.
- ▶ Continue to **market system-wide services and programs**, including many of the “firsts” that were initiated at Silver Spring Library.
- ▶ Complete **refresh projects** at Kensington Park and Twinbrook libraries.
- ▶ Expand **Go! Kits** to all branches.

Strategically Moving Forward

- ▶ Implement **digital signage** at all branch locations.
 - ▶ Continue to implement **smart rooms** at a minimum of three locations.
 - ▶ Implement bill **pay by credit card**.
 - ▶ Establish a **mobile app** and convert website to responsive design template.
 - ▶ Work with MCPS to ensure all public school students have a **library card** from MCPL.
 - ▶ Write MCPL's new **Strategic Plan** (to be implemented in FY17).
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Strategically Moving Forward

MCPL's FY2017–2020 Strategic Plan will be driven by the feedback from the County Executive's 2015 Library of the Future Summit that was held on September 24.



Strategically Moving Forward

The Library of the Future Summit gave residents a chance to help shape future library services in Montgomery County.

Strategically Moving Forward

Summit Questions

What is the single most important issue impacting your quality of life?

What role can the public library play in helping to address that issue?

When I visit my library (the building or the website or use a mobile application), I want to be able to . . .

The library's mission in the community is to . . .

Strategically Moving Forward

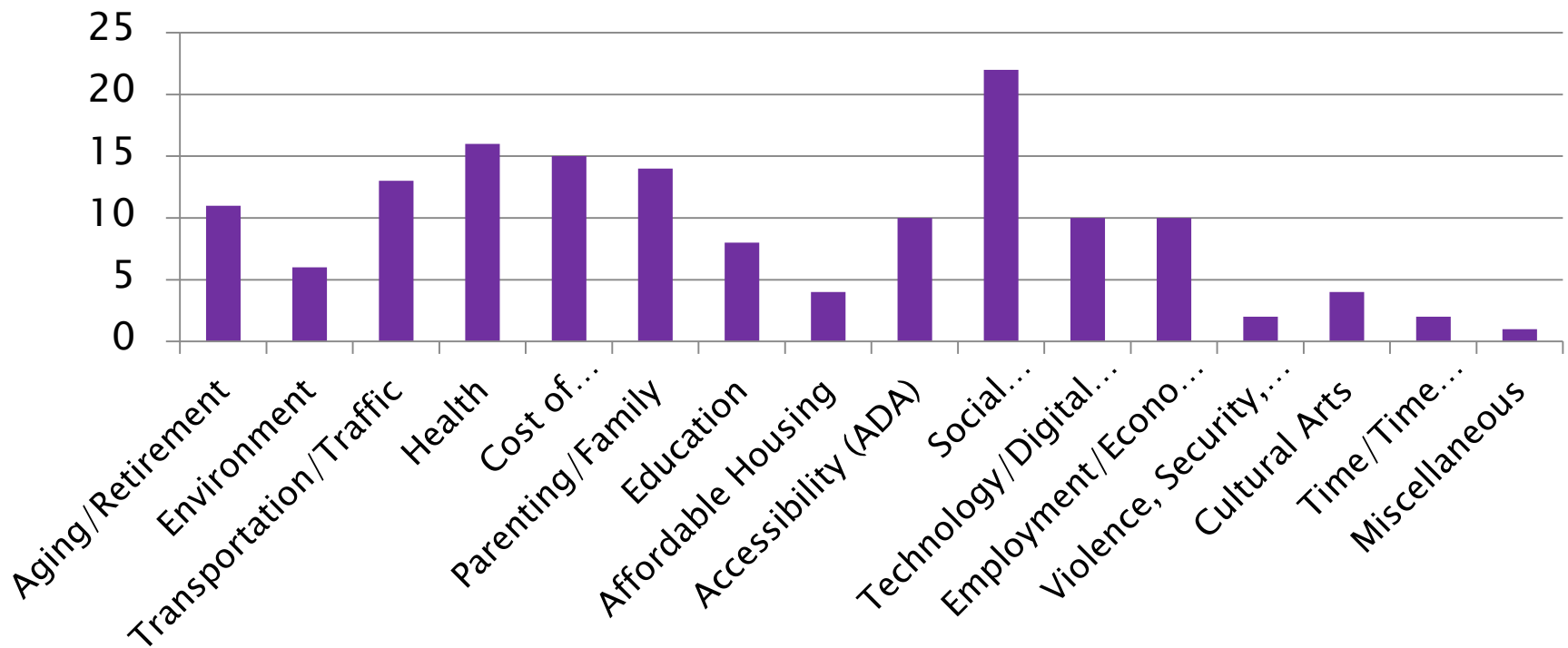
Summit Questions

Themes

- Aging/Retirement
- Environment
- Transportation/Traffic
- Health
- Cost of Living/
Finances/Money
- Parenting/Family
- Education
- Affordable Housing
- Accessibility (ADA)
- Social Connections/
Inclusion/Human Rights
- Technology/Digital
Divide
- Employment/Economic
Development
- Violence/Security/Safety
- Cultural Arts
- Time/Time Management
- Miscellaneous

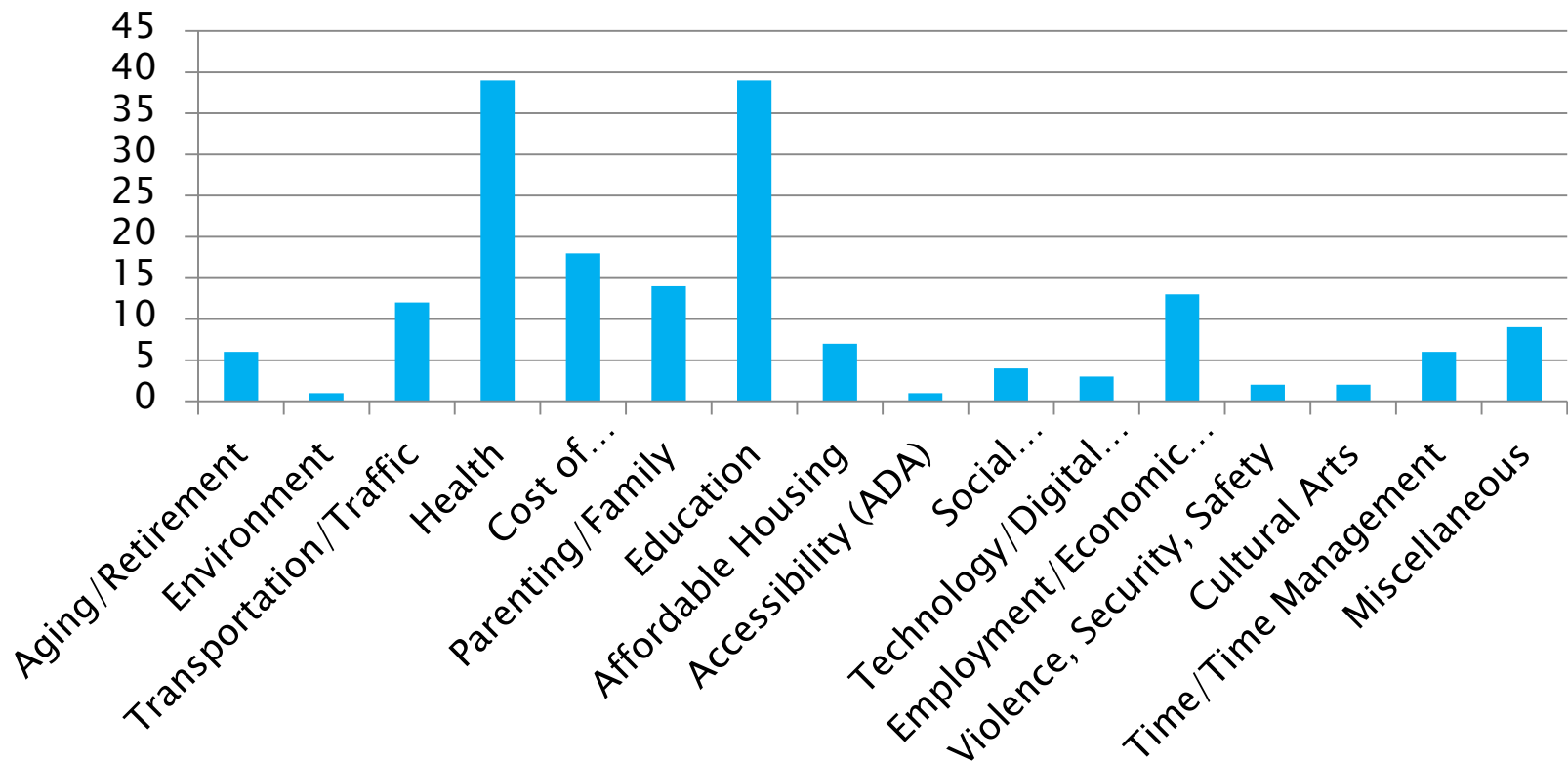
Strategically Moving Forward

Summit Responses



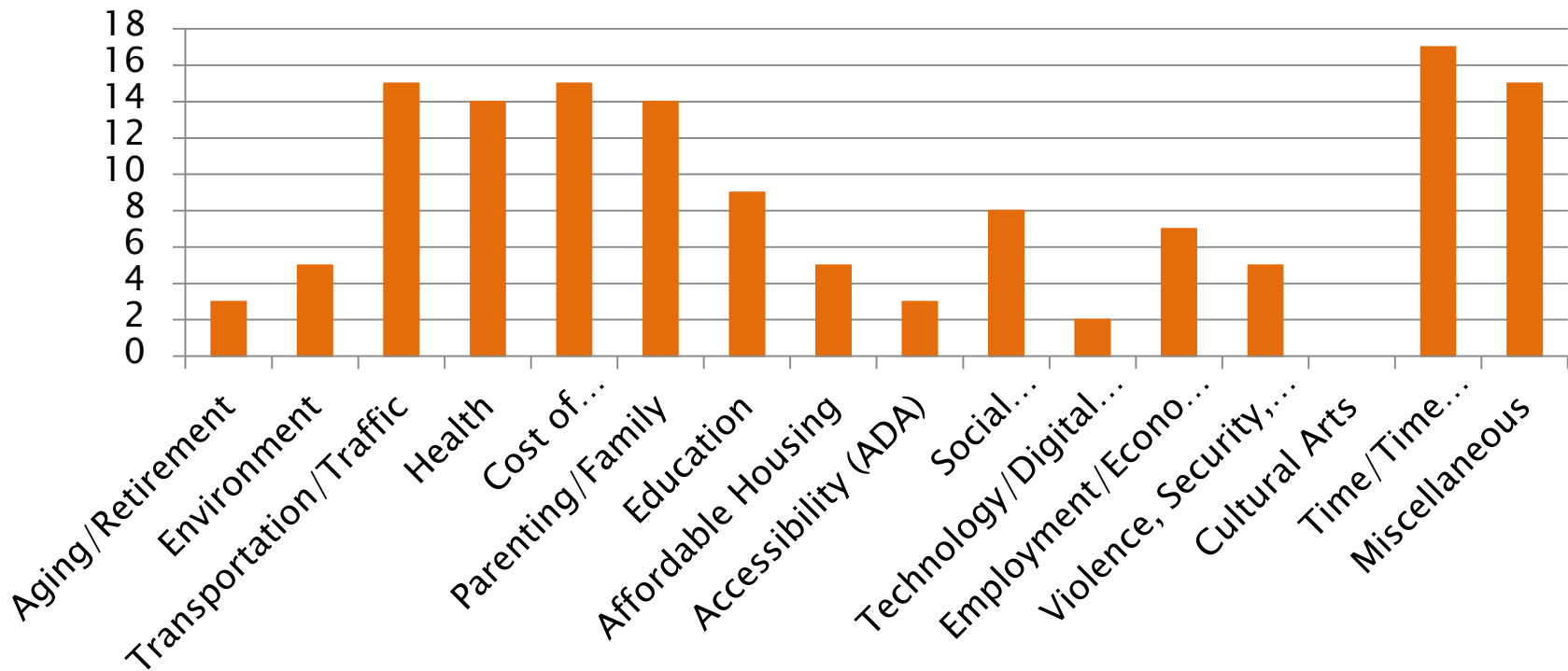
Strategically Moving Forward

Branch Responses



Strategically Moving Forward

Man on the Street (Outreach)



Strategically Moving Forward

Work on the FY17–20 Strategic Plan will begin in January 2016.

The Strategic Planning Committee will consist of representatives from:

- Montgomery County Library Board
- Friends of the Library, Montgomery County, Inc.
- Montgomery County Public Schools
- Department of Economic Development
- Department of Technology Services
- Montgomery College
- Montgomery County Public Libraries

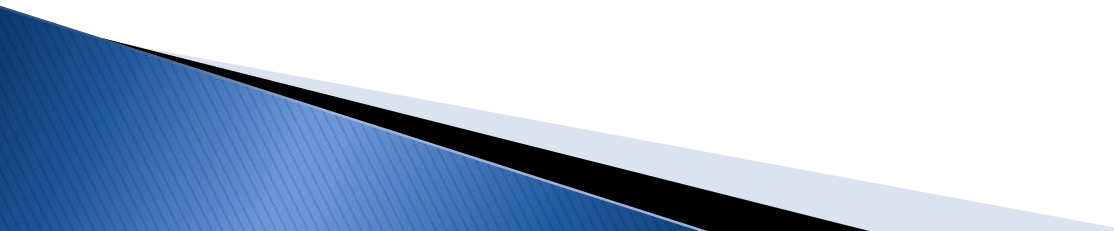


Strategically Moving Forward

The Strategic Planning Committee will work over the winter to draft a plan that will be submitted to the County Executive in the spring of 2016.



FY 2017 Budget

- ▶ **Capital Budget:** Continuation of the 21st Century Enhancements Project, Library Refreshes, and Wheaton Library and Community Center.
 - ▶ **Operating Budget:** Currently proposed a **\$40 million** "same services" budget which will support current service levels, including the FY16 library materials increase, with a small further increase, to \$5.96 million for FY17.
 - ▶ Per Mr. Leggett's request, we will present options for **interim libraries** for Wheaton and Clarksburg.
 - ▶ All Departments have also been asked to develop plans for an **FY17 budget cut** of up to 5%.
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Mr. Leggett's Forums to Get Public Input on FY17 County Operating Budget

The meetings, which all begin at **7 PM**, are:

- ▶ **Wednesday, January 6** – Eastern Montgomery Regional Services Center, 3300 Briggs Chaney Road, Silver Spring
- ▶ **Monday, January 11** – Bethesda–Chevy Chase Regional Services Center, 4805 Edgemoor Lane, Bethesda
- ▶ **Wednesday, January 20** – Silver Spring Civic Center, One Veterans Plaza, Silver Spring
- ▶ **Thursday, January 21** – Mid–County Community Recreation Center, 2004 Queensguard Road, Silver Spring
- ▶ **Monday, January 25** – BlackRock Center for the Arts, 12901 Town Commons Drive, Germantown

Facilities

- ▶ **Twinbrook** is scheduled to reopen late January 2016.
- ▶ **Kensington Park** will tentatively reopen in late March 2016.
- ▶ **Wheaton Library** is scheduled to close mid-February 2016, with construction scheduled to begin July 1, 2016.
- ▶ **Aspen Hill** will tentatively close early May 2016.
- ▶ **Davis** and **Little Falls** will tentatively close mid-March 2016.
- ▶ Working on **interim sites** for Wheaton and Clarksburg. There has been no success to date in finding a site for either interim facility.

MISSION

“Montgomery County Public Libraries offers free and equal access to services and resources that connect the people of Montgomery County to ideas and information which sustain and enrich their lives”

